

## MARCH 2020 JACKSON COUNTY CHAMBER & VISITOR CENTER REPORT

## The Month of Change

There is too much to include in this report. Sticking to the highlights: we have supported the TDA's efforts and collaborated with many partners including the Cashiers Chamber, EDC, SCC Small Business Center and WCU's SBTDC to be a source of factual information. Our staff has worked remotely for the most part, gathering info and sharing it. Next up – group Zoom meetings for our members, virtual coffee connections and mocktail/cocktail STIR events. We are still planning for the future, even if events are put on hold and rescheduled as necessary. The good news is – our members and the community are responding to us and have appreciated the collaborative efforts of many. Thanks to all! Check out the Chamber's page: <a href="https://www.mountainlovers.com/covid-19-updates">https://www.mountainlovers.com/covid-19-updates</a> for a comprehensive connection to all county and state declarations, FAQ, local info and more. Our new stickers (below) will be ready when the world is ready to gather again!



544 Visitor guides to area hotels, 75 fishing maps

194 visitors served until March 15ththen closed

89 phone inquiries

**Working Remotely!** 



## WWW.MOUNTAINLOVERS.COM/ COVID-19-UPDATES

All county and state declarations are here on this page

**Updated Daily!** 

We are Working!

	Jan	Feb	Mar	Apr	May	YTD Totals
Source						
Facebook	1	8	10			19
Flyfishingtrail.com	49	48	32			129
Friend	2	2	2			6
Google Search	8	6	5			19
NCTroutCapital.com	43	34	29			106
TDA site/FB ads	578	538	396			1512
VisitNC.com	1	1	1			3
WCU	0	0	0			0
Blue Ridge Parkway	0	0	64			64
<b>Disbursal &amp; Fulfillment</b>						
Our Town	19	12	575			606
Dining Guide	860	280	2650			3790
Google My Business						
FFT views	16,600	13,800	13,788			44188
JCCC views	4,800	5310	2,222			12332
NC Trout Capital views	865	309	1065			2239
FFT searches	9,390	10,077	10,968			30435
JCCC searches	2710	3519	1723			7952
NC Trout Capital searches	525	357	1580			2462
FFT activity	7170	6500	7310			20980
JCCC activity	1260	2160	1075			4495
NC Trout Capital activity	414	491	1660			2565
Facebook Analytics						
Concerts on the Creek	2896	2912	2919			8727
FFT likes	11283	11,447	11486			34216
Hook,Line & Drinker likes	719	801	808			2328
JCCC likes	8911	8928	8964			26803
NC Trout Capital likes	1681	1728	1737			5146

	Visitor Guides 2020	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name														
I-26 East, Columbus														
I-26 West, Mars Hill														
I-40 West, Waynesville														
I-73/74 Northbound, Seagrove														
I-73/74 Southbound, Seagrove														
I-77 North, Dobson														
I-77 South, Charlotte														
I-85 North, Norlina														
I-85 South, Kings Mountain														
I-95 North, Pleasant Hill ** Remodeling try calling in Jan.														
I-95 South, Rowland														
AAA Carolinas, Fayetteville														
Blue Ridge National Heritage, Asheville														
Bass Pro Shop, Lawrenceville GA														
Cabarrus County Convention & Visitor Center, Candor	called 1/14/20 and requested 2020 VG when available													
Cherokee Welcome Center, Cherokee														
Cherokee Welcome center, Murphy														
Dismal Swamp, South Mill NEW ADDRESS: 2356 US Hwy 17 N South	th Mills, NC 27976													
First Peak Visitor Center, Columbus														
Franklin Visitor Center, Franklin														
Gorges State Park, Sapphire														
Graham County Travel & Tourism, Robbinsville														
Harrah's Cherokee Resort, Cherokee														
Haywood County TDA, Maggie Valley														
Haywood Chamber of Commerce, Waynesville														
Henderson County Visitor Center														
High Point Convention/Visitor Bureau														
North Wilkesboro Visitor Center		+												
McDowell County Chamber, Marion	Call before sending/No 9/26/19									<b>†</b>				
Murdoch developmental Center	Can before sending/No 3/20/13	+	+	1					<u> </u>	<del>                                     </del>	<u> </u>			
•		<del>                                     </del>	-	-	-				_	-		<del> </del>	<del>                                     </del>	
Piedmont Triad Visitor Center, Pelham	C.H. J.N. 0/26/40	+	<del> </del>	+	-	-	-		_	$\vdash$	+	$\vdash$	<del>                                     </del>	
Rowan County TDA, Salisbury NC	Called-No 9/26/19	+	-	_	-	-			-		+	-	-	
Sky Valley Visitor Center, Sky Valley GA		+	+			-			-	+	+-		-	
Smoky Mountain Host, Franklin		+	+-	-	-	-			-	+	-	+	-	
Transylvania/Brevard Chamber of Commerce	Call before sending/No 9/26/19	+	-	-	-	-	-		-	-			-	
Tuckaseegee Fly Shop		+	-	-	-	-	-		-	-	-	-	-	
VisitNC Smokies Visitor Center, Maggie Valley		-	-	-		-			-	-	-	-	-	
Visit Lake Norman, Cornelius		<u> </u>		-		<u> </u>			ļ	1	-	_	-	
Other			100							-		-	_	1
Area Hotels				544										5
Great Smoky Mountain Railroad														
WCU														
Monthly Totals		0	100	544	0	0	0	0	0	0	0	0	0	644

Fly Fishing 2020			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name	Location	Notes	70				,								
AB Fly Fishing	Sylva	small amt.													0
,															0
Bass Pro Shop	Lawrenceville, GA														
Blue Chip Fly Fishing	Whittier	small amt.													
Blue Ridge Mountain Outfitters	Blue Ridge, GA														0
Brookings Angler	Cashiers														C
Brown Trout Fishing	Asheville														(
Bryant Bait & Tackle	Topton														(
Curtis Wright Outfitters	Weaverville	has plenty right now													(
Dream Catchers	Sylva	small amt./hand deliver													(
7 772333577															(
First Peak Visitor Center	Columbus	call before send													(
Fontana Guides	Bryson City														(
Franklin's Outdoor Sports	Asheville														(
Great Smokey Bait and Tackle	Bryson City														(
Highland Hiker	Highlands														(
Hunter Banks Fly Fishing	Asheville														(
Mike Stanley Fly Fishing Club	Blanch														(
Mountain Valley Country Store	Hayesville														(
Nantahala Fly Fishing Co.	Robbinsville														(
One Fly Outfitters	Black Mountain														(
Orvis	Asheville														(
Outpost Mountain Outfitters	Whittier	hand deliver													(
Rivers Edge Outfitters	Cherokee														(
Simonds Bait and Tackle	Bryson City														(
Tazz Bait Company	Hendersonville														(
Trout Unlimited	Hendersonville	Call before sending													(
Tuckaseegee Fly Shop	Sylva	hand deliver													(
Tuckaseegee Fly Fishing Guide Service	Franklin														(
Mountain Bridge Trout Unlimited	Greer SC														(
WCU															(
Area Hotels															(
Other			150	300											450
Monthly Totals			150	300	75	0	0	0	0	0	0	0	0	0	52